

Nissan Motor GB Ltd

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"APD

NMGB Business Planning

NMGB has recently established a Business Planning function in addition to the existing Business Management resource. The main drivers are the economic climate and the need for dealers to understand, and be prepared for, the ambitious program of new model launches. The purpose of the new function is to provide the dealers with in depth support in operational and financial performance. This is being carried out through:

1. An in depth financial and operational diagnostic driven primarily by the composite reporting system
2. Use of a high level business planning tool which will ensure alignment of the dealer and NMGB business plan.

The team within NMGB comprises a Senior Manager, three field based managers supported by three 'business management consultants'. NMGB carried out a tender process for provision of this outsourced consultant resource.

Three companies were asked to tender including two who already had a relationship with Nissan for the provision of other services. A number of factors were taken into account:

- Skill and competencies
- History
- Ability to provide 'right' consultants
- Enthusiasm for the project
- Cost

APD was selected for the following reasons:

- It is managed and staffed by people most of whom came from the MITAC organisation in the UK. This was a very highly respected consultancy in the UK motor industry, particularly in respect of it's BM expertise.
- It is a relatively small organisation, securing the Nissan contract was important to them, it was felt that this would ensure a high level of additional support
- Derek displayed accurate understanding of the brief given and his presentation came closest to exactly meeting the requirements
- Whilst it was not the most important factor, the APD proposal represented the best value.

Since appointment the APD team have started to demonstrate their competencies. It is too early to report significant impact in terms of dealer results but the team is running at the required level of activity. A number of performance KPIs will now be put in place to ensure measurable impact.

If any more information is required, please contact me

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